Group PSA Creative Project (online/asynchronous)

Course: ENC1939: Unfollow—Culture and Identity on the Internet
Instructor: Nico Cassanetti

Total Points Possible: **100 Points**

Due Date: **TBA**

Assignment Objective

"Love is Love", "Click it or Ticket", "Only You can Prevent Forest Fires", "Phone Down. Eyes Up"…
These are all PSA slogans that have been around for years and in some cases have permeated our culture. Much like other commercial, a PSA—or Public Service Announcement—is usually a short 30-60 second audio, video, or print advertisement with a message that focuses on the greater good of the public. PSAs are created to persuade an audience to take a favorable action and have the power to spread awareness, show the importance of a current problem or issue, convey information, or promote a behavioral change.

For this assignment, you will be working in pairs or groups of 3 to create a PSA that educates the viewer on a contemporary issue/current event that is tied to some of the subjects and problems we explored over the course of the semester.

(If you're still confused, you can find more information on writing Public Service Announcements by clicking **HERE**)

Directions:

Each pair/group will use one of the format options listed below to create their PSA, and I strongly encourage you to team up with students interested in the pursing the same medium (aka format for your PSA). This means that you will have a chance to get to know some of your classmates via discussion boards, small group work (like peer review) and even ZOOM Q&As.

Around the midpoint of the semester, you will be asked to use a **Group PSA Project Discussion Board** to find potential group mates for this assignment. If you already have an idea for the project you want to do, you should post:
1. Your medium preference (option 1, 2 or 3)
2. The subject matter they wish to base your PSA on.

To the discussion board. If you do NOT know what you want to do yet, you can wait and respond to a classmate's post. Once three people have formed a group you will be able to create your own "Canvas Group" and notify me.

You will have approximately one month to complete the project (in addition to other assignments). I will be assigning one or two deadlines/milestones that each group will have to meet over the course of the project (like a quick proposal worksheet that will allow me to approve the subject matter and option), but ultimately your group will be responsible for staying on task and finishing on time.

OPTIONS FOR PSA MEDIUMS

OPTION 1: Video PSA:

Applying the tools for strong, argumentative rhetoric and your knowledge on the issue your PSA is centered on, create a 30-60 second commercial that will 'sell' your message to your target audience. Because this an online class and we are in the middle of a global pandemic you **DO NOT** have to meet up in person or film together. In fact, I am fine with the use of some stock footage, but there must be at least 50% original footage and images created by your group. You can use ZOOM or any other video conferencing software if you want to film a live conversation, or each member can film a scripted section alone! This is a time to think outside the box and use the limitations/hurdles to promote innovation and creative problem solving ☺

Use the Video PSA checklist to stay organized

OPTION 2: Print Ad Campaign Series and web page, Wikia, google doc, etc.

Applying the tools for strong, argumentative rhetoric and your knowledge on the issue your PSA is centered on, create a series of original print ads (no less than 3) that will help convey your message to your target audience. The ads must be original, professional/polished, thoughtful and aesthetically pleasing. It also has to invite readers to visit a website to get more information, sign a petition, or join a cause or event.

This "website" does not have to be a fully functioning, fleshed-out, original website, but it does have to have some basic information (about us, our mission, how to get involved, etc.). You will have the choice to build this out in many ways…for those who are more tech savvy you could use a website builder like Wordpress or Wix; you could also create a Facebook group (if your PSA is not focused on condemning social media of course), a subreddit, a blog; or you can also just make a collaborative Word Doc or Powerpoint slide presentation (using Google Docs or Google Slides) to design what you would hope the website would look like.

Use the Print Ad Campaign checklist to stay organized

OPTION 3: Educational Infographic (with Annotated Bib)

Interactive infographics are data-rich, visually compelling and engaging **infographics** that also utilize animation so users can "interact" with the design—kind of like those I made for our lessons throughout the semester! Infographics allow viewers to discover information on their own by scrolling, clicking, unfolding, panning and zooming over the **infographic**. Applying the tools for strong argumentative rhetoric and your knowledge on the issue your PSA is centered on, create a comprehensive, interactive infographic that will help create awareness/show the importance of the problem or issue, convey information, and promote a behavioral change.

Much like the ad series, the infographic should invite readers to visit specific, **CREDIBLE** websites/sources to get more information, sign a petition or join a cause. However, unlike option 2, these websites are NOT ones you build, but ones you found during your research.

These can/should include multi-media content including: Audio and/or video clips; links to informational websites, petitions, interviews, definitions, and other sources; as well as photo galleries, forms and surveys, contact information, etc. Your group can also make their own original audio/video content to include as well! For more tips of making infographics, click here: https://www.creativebloq.com/infographic/8-pro-tips-creating-interactive-infographics-11133560

Use the PSA Infographic checklist to stay organized

NOTE: All group members are required to participate in an equal fashion and to share an equal amount of the workload. As such, each student will earn an individual grade on this group project assignment. Toward the end of this project, each student will submit a "contributor statement" explaining exactly what they contributed to the overall project. Students who do not appear to be pulling their weight will suffer a harsh grading penalty. **You have been warned.**

Contributor Statement: In addition to submitting the appropriate file(s) for your group project, each group member must also submit a half-page "contributor statement" that explains the following: What your 'job' in the group was (including what you were responsible to do to help complete the project, any resources you used to do so, and if/how you collaborated with other group members). If you are particularly proud of something you did or an idea you had that was a part of the project…tell me! If you had a good time working on it…tell me! But also, if you feel as though you had to take on more than other group members, that you were boxed out or your ideas were ignored, you can tell me that too. Most importantly, be honest—as I will follow up if something seems off.

MLA formatting required/expected.

Finally! **I encourage each group to come up with an original topic/issue for which they want to make their PSA.** However, if you are stuck here are some ideas for current issues, events and organizations you might want to consider for your project:

1. The dangers of misinformation/disinformation and "fake news"

2. Filter bubbles

3. Surveillance Capitalism and Data mining

4. Section 230

5. Revision/update of the First Amendment (free speech) in the age of social media

6. Data rights as human rights

7. The EARN IT Act

8. An issue from The Center for Humane Technology

9. Tech Regulation and responsibilities (ex. [The EU Digital Services and Markets Acts](#))

10.) The role/importance of the "[Free Press](#)"

Your completed Group PSA and individual Contributor Statements will be due in the final weeks of class (exact due date will be on Canvas) and shared via Discussion Board so the rest of the class can view your project ☺
Please keep in mind that is a GRADED Assignment, meaning that you will not get full credit points just for turning something in, you have to turn in something good!

<u>HELFUL LINKS:</u>

- o ***[The Official Ad Council Website (check this one out first!!)](#)***
- o ***[How to Create a Perfect PSA](#)***
- o ***[10 Best PSAs of all Time](#)***
- o ***[Tips for Creating a Video PSA](#)***